

## Deliverable Expectation Document

**Deliverable Due Date:** June 15, 1999

**Deliverable Name:** Updated Stakeholder Communication Plan

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### Deliverable Description

During the final phase of the State Automated Welfare System – Technical Architecture project, a Stakeholder Communication Plan was developed. The initial plan identified the infrastructure necessary for a successful communication strategy: the purpose, objectives, barriers, benefits and critical success factors; the audience; and the communications media to be used. In addition, two matrices were created. The first was created to provide more detail around specific communications media and the second detailed the objective, message type, media to be used, etc. appropriate for the audience groups identified.

During Phase I of the Welfare Data Tracking Implementation Project (WDTIP), the Stakeholder Communication Plan will be updated to provide more detail around the infrastructure components and will provide specific information on the implementation of the plan.

The updated plan will include the following enhancements/additions:

- ☐ Revisions to the Audience Section. The new section will be called Stakeholders and will include all stakeholders affected by the project.
- ☐ A Message Type Section will be included to provide more detail around the message types necessary for a successful communication effort.
- ☐ An Approval Process Section will be added so that all messages to be disseminated will be consistent and appropriate.
- ☐ A schedule for all communications for Phase I will be developed and included in an appendix.
- ☐ Examples of the hard copy type Communications Media to be used (e.g., information letters, Help Desk Bulletins , memorandums, etc.) will be included in an appendix.
- ☐ Further revisions to the components already developed (the communication plan will continually be revised as new information surfaces and as feedback from stakeholders is received).

### Table of Contents

The updated Stakeholder Communication Plan will include the following sections:

**Section I**      **Overview** – This section will provide a very high level overview of the project as well as the importance of communication efforts. This section will also include the project’s objectives, potential barriers to

communication, expected benefits of a formal communication plan, the factors that will be critical to the plan's success, and the assumptions specific to successful communications that have been made.

- Section II**     **Stakeholders** – As the first critical step in communication planning, this section will identify the stakeholders that will be affected by the system implementation and therefore will need to be communicated to on some level. Understanding the various stakeholders and their specific information needs and their ability to influence and affect outcomes is critical to the implementation effort.
- Section III**    **Message Types** – Once the stakeholders are identified, the types of messages that will need to be communicated to them must be identified. This section will include a list of those message types with their respective descriptions.
- Section IV**     **Communications Media** – This section will outline the communications media appropriate for not only the type of message that will be disseminated, but also the audience (stakeholders) to which the message will be communicated.
- Section V**      **Approval Process** – A formal communications approval process will be developed and publicized. This approval process is intended to ensure that messages to be disseminated are consistent and appropriate. Additionally, because one of the critical success factors of a communication effort is the timeliness of messages, it is important that this approval process is developed early and that all team members responsible for communications understand this process so that messages are not unnecessarily delayed.
- Section VI**     **Media Matrix** – The media matrix will be developed to provide the reader with more specific information regarding the various communications media. The matrix includes each of the media identified as appropriate for our purposes and then describes the media's format; the frequency; the tone and level of detail; how the media will be used for our purposes; and finally the target audience we should expect to reach.
- Section VII**    **Communication Strategy Matrix** – The communication strategy matrix is developed to provide the reader with the strategy for developing and delivering communications targeted to the individual audiences, meet the communications objectives, convey the appropriate messages and are delivered via the most effective and efficient methods. The matrix will include audience, objective of communication, the message, the method to be used, the party responsible for communicating the message and the timeframes at which the message will be communicated.

**Attachments** The communication plan will include a number of attachments, including:.

- Attachment A – Contact List: Oversight Committee Member
- Attachment B – Contact List: Other Agency Contacts
- Attachment C – Contact List: Consortia Representatives
- Attachment D – Contact List: County Liaisons
- Attachment E – Contact List: County Welfare Directors
- Attachment F – Contact List: Other Welfare Related Projects
- Attachment G – Communication Schedule
- Attachment H – Examples of Communications Media